



A FOCUS ON NATURE CAREERS HUB

DIVERSITY AND INCLUSION OFFICER

CATRIONA CORFIELD – HEAD OF DIVERSITY AND
INCLUSION, THE WOODLAND TRUST



FREQUENTLY ASKED QUESTIONS

What is your role, and how long have you been doing it?

I am Head of Diversity and Inclusion at the Woodland Trust which I started in January 2021. Previous to that I was at the RSPB, most recently as Equality, Diversity and Inclusion Manager.

What are your main responsibilities?

Building diversity and inclusion into everything the organisation does.

Who are the main people you have to work with?

It's a great role in that you have to influence almost everyone across the organisation. Some key contacts include members of the Senior Leadership Team, Human Resources, the Learning and Development Team, Communications and Diversity and Inclusion Champions or Network Leads. It also involves a nice amount of collaborating and sharing of knowledge with other Diversity and Inclusion professionals.

What does your day-to-day look like?

Every day is different. I could be knee deep in data working out where I need to target action, putting together training, inputting into processes, or developing new ones, communicating what it is I am doing, setting up a new initiative or advising on a specific issue around equality legislation. There are all the different dimensions of diversity characteristics to think about too - race, age, disability, gender, LGBT+, social class. It is definitely a role with a lot of variety!

What was your pathway into your role?

I started in education and community roles working with, and reaching out to, audiences who were underrepresented in green spaces. Then I had a role developing policy and guidance around that and then researching workforce equality and diversity. My current role brings all of that experience together. But routes into working in diversity and inclusion roles vary enormously.



Catriona during a Pride march as part of her role at the RSPB

What is the salary range for this type of role?

In this sector about £40,000 to £45,000 for a 'Head Of' role and £30,000 to £35,000 for an 'Officer' role.

Is a degree essential to your role?

Not at all - many of the best Diversity and Inclusion professionals I know have no degree. It's all about practical on-the-job experience and knowledge of the subject matter. It is also a constantly evolving field, so you need to keep up to date and also find your own path - there's no one consensus on the right way to go about things.

What are the most useful skills to have for this role?

Subject matter knowledge. Relationship building and influencing skills. And above all: grit! A combination of passion to make a difference and resilience to keep going when things get tough.

CAREER PATHWAYS

What qualifications could someone pursue to develop their skills for this career?

There are academic qualifications out there such as Diversity Management - but they are not a pre-requisite for this type of role. There are also a few vocational options – which again are not necessary but do help to demonstrate your skills. For entry level roles, a Level 2 Certificate in Equality and Diversity can be useful - this is sometimes offered free of charge. To build upon this, there are also other levels of vocational qualification, including a Level 4 Award in Managing Equality and Diversity and a Level 6 Award in Leading Organisational Equality and Diversity.